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STATE OF NEW JERSEY  
DEPARTMENT OF LAW & PUBLIC SAFETY  
DIVISION OF CONSUMER AFFAIRS  
NEW JERSEY STATE BOARD OF DENTISTRY

IN THE MATTER OF	:	Administrative Action
	:	
ALEKSANDR GURVICH, D.D.S.	:	CONSENT ORDER
LICENSE NO. 22DI02154300	:	
	:	
LICENSED TO PRACTICE DENTISTRY	:	
IN THE STATE OF NEW JERSEY	:	

This matter was opened to the New Jersey State Board of Dentistry ("Board") upon receipt of a complaint from D.P. alleging that his deceased father's name and address were used as the registered agent of Dental Design Studio, L.L.C. D.P. had no knowledge of the dental practice. D.P. contacted Dental Design Studio and was informed that the dentist working at Dental Design Studio was Aleksandr Gurvich, D.D.S. ("Dr. Gurvich" or "Respondent").

On July 10, 2013, Respondent appeared before the Board, without counsel, at an investigative inquiry. He testified in or about April 2011, he entered into a verbal agreement with Lev Natovic to practice dentistry, at 35 Wallington Avenue, Wallington, New Jersey. According to Respondent, Lev Natovich, who does not

hold a license to practice, owned the building in which the practice was located, as well as the equipment in the office.

Respondent testified that Mr. Natovich set Respondent's schedule, and caused the office manager to bill third party payors for services Respondent performed. Respondent split the dental benefit insurance reimbursements equally with Mr. Natovich for the use of the office, equipment and lab. Respondent also paid the receptionist on a daily basis.

In or about April 2013, Mr. Natovich informed Respondent that he had sold the office. Respondent was locked out of the office and was unable to obtain patient charts. Dr. Gurvich ultimately purchased a digital x-ray sensor for \$3,000 from Mr. Natovich.

Having reviewed the entire record, including the testimony of respondent at the investigative inquiry, it appears to the Board that Respondent: engaged in fee splitting with an unlicensed person; and aided and abetted the unlicensed practice of dentistry by participating in a practice that was not owned by a licensed New Jersey dentist. These facts establish bases for disciplinary action pursuant to N.J.S.A. 45:1-21(e), (h), (n), and N.J.A.C. 13:30-8.13(e).

It appearing now that Respondent desires to resolve this matter without recourse to formal proceedings waiving any right to a hearing and for good cause shown;

IT IS Therefore, on this 12<sup>th</sup> DAY OF February, 2015

HEREBY ORDERED AND AGREED THAT:

1. Aleksandr Gurvich, D.D.S., is hereby reprimanded for his violations of to N.J.S.A. 45:1-21(e), (h), (n) and N.J.A.C. 13:30-8.13(e).

2. Respondent shall cease and desist engaging in fee splitting or aiding and abetting the unlicensed practice of dentistry.

3. Respondent is hereby assessed civil penalties, pursuant to N.J.S.A. 45:1-25 in the amount of \$10,000.00 for fee splitting with an unlicensed person, and for aiding and abetting the unlicensed practice of dentistry, of which \$5,000.00 shall be stayed. Upon receipt of reliable information that Respondent has violated the terms of this Order, the stayed portion shall become due immediately in addition to any other penalty assessed for the violation. Payment of \$5,000.00 shall be made by credit card, wire transfer, bank check, money order, or by certified check made payable to the State of New Jersey and sent to Jonathan Eisenmenger, Executive Director, New Jersey State Board of Dentistry, Post Office Box 45005, Newark, New Jersey 07101 within thirty (30) days from the entry of this Consent Order. Any payment in a form other than those noted above will be rejected and returned. Failure to timely remit payment as required by this Order will result in the filing of a certificate of debt and shall constitute a violation of this Consent Order.

4. Respondent shall complete the ProBE (Professional Problem Based Ethics) course or another ethics course of similar duration

and content no later than six (6) months following entry of this order. This course, which is in addition to the regularly required continuing education hours, shall be approved by the Board in writing prior to attendance. Documentation of full attendance and successful completion of the course shall be provided to the Board within 10 days following completion of the course. "Successful completion" means that respondent has attended all sessions of the course, fully participated, and received a final evaluation of an unconditional pass. Respondent shall be entirely responsible for any and all costs or expenses relating to the course.

5. Subsequent violations of laws and regulations administered by the Board will subject respondent to enhanced penalties pursuant to N.J.S.A. 45:1-25.

6. Failure to comply with the provisions of this Consent Order may result in disciplinary proceedings for failure to comply with an Order of the Board.

NEW JERSEY STATE BOARD OF DENTISTRY

By: Shirley Birenz MS RDH  
Shirley Birenz, MS, RDH  
Board President

I have read and I understand the terms of this Consent Order and agree to be bound by it. Consent is hereby given to the Board to enter this order.

Aleksandr Gurvich, D.D.S.

02.09.2015  
Date